

IN THE CLAIMS:

1. (currently amended) An adhesive tape comprising:

a polymer layer having a Shore A Hardness of between 92 and 100 and a substantially uniform thickness of between about 0.020" to 0.065"; and

a layer of adhesive attached to said polymer layer;

where the adhesive tape comprises a peel adhesion greater than 2.0 lb/in width when peeled at a 90 degree angle under a modified PSTC-101 method where the modified PSTC-101 method comprises a dwell time of one hour.

2. (Previously presented) The adhesive tape of claim 1, further comprising a substrate attached to an outermost side of said layer of adhesive.

3. (original) The adhesive tape claim of claim 1, wherein said polymer layer includes a textured surface.

4. (original) The adhesive tape of claim 1, wherein said polymer layer is comprised of a polyvinyl chloride.

5. (original) The adhesive tape of claim 1, wherein said polymer layer includes coloring pigment.

6. (original) The adhesive tape of claim 4, wherein said polyvinyl chloride comprises a clear polymer.

7. (Previously presented) The adhesive tape of claim 1, wherein said adhesive comprises a rubberized double-sided tape.

8. (cancelled)

9. (Previously presented) The adhesive tape of claim 1, the adhesive tape claim of claim 1, wherein said polymer layer has a Shore A Hardness of between about 93 and 97.

10. (original) The adhesive tape of claim 1, wherein said adhesive is pressure sensitive.

11. (Previously presented) An adhesive tape comprising:

a polymer having a Shore A Hardness of between 92 and 100; and

a layer of pressure sensitive adhesive comprising a first side and an opposed second side, the first side being in direct and uninterrupted contact with the polymer layer where the adhesive tape comprises an average thickness between 65 mil and 69 mil.

12. (currently amended) An adhesive tape for application to a flooring environment comprising:

a polymer layer having a thickness between 0.020" and 0.065", the polymer layer defining a first side; and

a double sided adhesive layer where one side of the double sided adhesive layer is in substantially continuous contact with the first side of the polymer layer and an opposing side of the double sided adhesive layer is disposed to adhere to the flooring environment;

where the adhesive tape has a peel adhesion greater than 2.0 lb/in width, measured under a test method including peeling the tape at a 90 degree angle after application to a stainless steel panel.

13 - 14. (cancelled)

15. (new) The adhesive tape as set forth in claim 12, wherein the test method further includes peeling the tape at a 90 degree angle after application to a stainless steel panel and allowing a dwell of one hour.

16. (new) The adhesive tape as set forth in claim 12, further comprising a substantially planar floor adhered to the adhesive on the opposing side, where the adhesive tape provides an aisle marking system.